

## PRELIMINARY PLANS FOR GOOD ROADS MEET

Governor Charles W. Gates, of Vermont, is Chairman of Executive Committee of Five.

### GOVERNORS NAME DELEGATES

Joint Meeting of American Road Builders' Association and American Highway Association at San Francisco Next September.

Preliminary plans were completed at a meeting in Montpelier, Vt., last Thursday for what promises to be the largest gathering of good roads advocates ever held. This meeting will be held at the Panama-Pacific International Exposition, and will be known as the Pan-American Road Congress. It will be under the joint auspices of the American Road Builders' Association and the American Highway Association. The tentative date selected is that of the week of September 6.

The plans for the forthcoming congress will be handled by an executive committee of five. This committee is made up of Governor Charles W. Gates, of Vermont, chairman; W. W. Crosby, former State highway engineer of Maryland, and E. L. Powers, editor of Good Roads, representing the American Road Builders' Association; and James H. MacDonald, former State highway commissioner of Connecticut, and J. E. Penney, chief, Division of Highways, United States Office of Public Roads, representing the American Highway Association.

The meeting in Montpelier Governor Gates was elected the president, and chairman of the committee. In order to facilitate its work, the committee has apportioned same among four subcommittees, as follows: Finance, James H. MacDonald; program, W. W. Crosby; publicity, E. L. Powers; and arrangements, J. E. Penney. These subcommittees will start upon their work at once.

It is expected that this meeting will bring together not only official representatives from every State in the Union, but also from the Canadian provinces and many of the South American countries. Official invitations will soon be issued to the Governors of the several States to appoint delegates.

The members of the committee have been working during the past few days in making preparations for this meeting, and great interest has been shown in the work by those associated with highway improvement. The cooperation of other good roads organizations, the railroads and others is promised, with the result that it is expected that the meeting will mark a milestone in the propaganda for good roads.

The organization under whose auspices the joint congress will be held are known as the two leading good roads associations of the United States. Both associations during the past few years have held successful congresses independently, but this year it was felt in view of the Panama-Pacific International Exposition, that it would best serve the interests of all good roads advocates concerned to hold a joint congress during the exposition. Both organizations are represented by two members of the executive committee, the fifth member having been elected by the other four. The selection of Governor Gates as the fifth member is felt to be peculiarly fortunate, not only on account of his high official position as the chief executive of the State of Vermont, and his ability and fairness, but because of the fact that he, for ten years or more, was the State Highway Commissioner of the State of Vermont, and it was due to his record in this office that he was elected governor by one of the largest majorities ever given a governor in that State. This election to the governorship is one of the highest tributes ever paid to a road builder, and so far as known is the first instance on record of such recognition.

The executive officers of the American Road Builders' Association are as follows: president, George W. Tillson, consulting engineer, the president of the borough of Brooklyn, New York City; first vice-president, A. W. Dean, chief engineer, Massachusetts Highway Commission; second vice-president, Austin B. Fletcher, State Highway Engineer of California; third vice-president, S. Percy Hooker, State Superintendent of Highways of New Hampshire; secretary, E. L. Powers, editor Good Roads.

## MAXWELL CARRIES THIRTEEN MEN, WEIGHING 2,075 POUNDS, UP HILL



New England is still talking of the remarkable feat performed by a 1915 Maxwell in Boston during show week.

Thirteen men, weighing a total of 2,075 pounds, were carried up Boston's most famous climb—Corey Hill—in one minute twenty-seven seconds. The distance covered was 1,000 yards, and the grade over 20 per cent. The sturdy Maxwell never faltered on its trip, which was witnessed by thousands of show visitors, and officially timed by newspaper men.

After the ascent, the car, with its load of 2,275 pounds greater than its own weight, was headed down the hill, and a wonderful exhibition of braking power was given. The test was considered so remarkable that newspaper photographers swarmed the scene, and motion pictures were made for a famous motion picture weekly.

Treasurer, W. W. Crosby, former State Highway Engineer of Maryland.

The executive officers of the American Highway Association are as follows: president, Fairfax Harrison, president Southern Railway Company; vice-president, Logan Waller Page, director United States Office of Public Roads; chairman board of directors, James S. Harlan, chairman Interstate Commerce Commission; chairman executive committee, Leonard Tufts; treasurer, John Burke, treasurer of the United States.

### MATRIMONIAL PROBLEM CONFRONTS REO MAKERS

"Our manufacturing problems have kept us guessing the last few months," says Richard H. Scott, vice-president and general manager of the Reo Motor Car Company, "but I am now confronted with matrimonial problems that threaten to be even more serious. It is a demand for automobiles that is more than four times the possible capacity of the plants is some problem, but the very fact that you have the demand makes one go about the task with enthusiasm even if without hope of full accomplishment."

"This matrimonial problem that confronts me is different—the demand is so vastly in excess of the supply that I am in despair."

"It all resulted from an innocent statement made in one of our advertisements to the effect that 25 per cent of the population of Lansing, the fourth city in Michigan, derived their sustenance from the Reo pay roll and that 20 per cent of the men who make Reo automobiles own their own homes; are self-respecting, respected, prosperous citizens of the community."

"Following the announcement that 25 per cent of the men who work in the Reo factories own their own homes came a deluge of letters from eligible women of all ages, nationalities and conditions, asking to be introduced to that other 15 per cent. The women already surmised that the only reason the other 10 per cent didn't own their own homes was because they didn't have anybody to put in them."

"Seriously it has become a real problem. At the time we made the statement, some one remarked that there was danger of flooding Lansing with an undesirable class of workmen. At the present, we have almost no unemployed, and we are mighty proud of that fact. We didn't, however, anticipate that a statement, made purely in the interests of indicating quality

in the product, would bring such an insistent and voluminous response from the women."

### BARNEY OLDFIELD WINS 100-MILE TUCSON RACE

Hot on the heels of Barney Oldfield's 300-mile nonstop victory on St. Patrick's Day, comes the news that he won the 100-mile road race at Tucson, Ariz., on March 26 at an average speed of sixty-six miles an hour over rough desert roads, also without a stop.

The most remarkable thing about this victory is the fact that the same set of Firestone Tires which carried Barney the 301 miles to victory over macadam roads, with 291 right angle turns on March 17 were again used in the Tucson race.

When Barney made the 300-mile nonstop record on the high-crowned track at Corona, Thanksgiving Day, his Firestone Tires were much commented upon, and it was said "they certainly show up well on the track."

When Barney repeated the performance on March 17 over the macadam course, it was said "Firestones certainly can stand the grind of the macadam," and now, after winning this last victory over rough, Western roads, critics have been compelled to admit that Firestones, as a tire for any condition of service, have proven their merit without a question.

These three victories are only a few of the long list in which Firestones have made records within the last few years.

The great 671-mile Los Angeles-Phoenix Road Race, ending November 17, 1914, conceded to be the greatest race ever won on tires, was won on Firestones. "Barney Oldfield driving." Second and third place in this race was also won on Firestones.

In the last few years twenty-five victories of national and international importance have been won on Firestones, carrying such drivers as Jules Goux, Bob Burman, Louis Disbrow, Earl Cooper, Jim Parsons and Spencer Wishart and many others to famous victories, as well as many other races of less importance.

First place in such events as the Indianapolis Speedway Race, the Montmaria Fosto races at Tacoma, the Corona Race, etc., are numbered among Firestone achievements. World's records have again been broken on Firestone Tires.

## MILE-A-MINUTE RECORD MADE ON ICE BY OVERLAND

Novelty in Winter Sports Witnessed by 10,000 Spectators on Lake Superior.

Automobile ice racing on Lake Superior, a novelty in winter sport, arranged by Duluth motor car dealers as the closing event of their first automobile show, proved a great drawing card.

At least 10,000 spectators saw an Overland roadster win the feature event, an eight-mile race. The four-mile oval was lined with spectators, while the shore was also literally dotted with people.

The cars were equipped with tire chains to enable them to hold the track on turns, where the slippery ice made speed difficult. The Overland covered the two laps in 8 minutes, 23 seconds, remarkably fast time considering the difficulties of the novel course. The second car finished 1 minute and 11 seconds later, leading the third by a full minute.

The race, which was virtually the first ever attempted on Lake Superior, proved such a popular form of sport that it has been decided to give a similar program once a month next winter.

With the support of the Duluth business men, the dealers of the city hope to offer prizes large enough to induce many of the world-known drivers to enter. In this way they expect to establish the city as a center for winter sports.

## STANLEY R. GRAHAM MAKES REMARKABLE AUTO TOUR

Covers 2,806 Miles in Twenty-Two Driving Days; Averaging 128.5 Miles Each Gallon of Gasoline.

With the opening up of many new stretches of well-paved highways between Chicago and San Francisco, thousands of motorists are planning trips over the transcontinental route to the world's fairs in California for the coming summer.

Stanley R. Graham, a Chicago owner of a Chandler Six, has returned to his home, after a strenuous cross-country trip made late fall. Mr. Graham established several new records for both economy of operation and speed on his trip to California, which will serve as a mark for other enthusiasts to shoot at.

While enjoying every minute of the trip and making several stopovers at points of interest, the Graham car made the trip from Chicago to Los Angeles in just twenty-two days. Eliminating stops at Las Vegas and the Grand Canyon, Mr. Graham and his wife traveled a total distance of 2,856 miles in twenty-two driving days. The average speed for the distance was 128.5 miles per hour and just 17.7 gallons of gasoline were used. The remarkable average of eighteen and three fourths miles to the gallon of gasoline can safely be said to have never before been

equaled by any make of six-cylinder car. Only eighteen and three-fourths gallons of lubricating oil were needed, and there was still oil in the reservoir at the end of the trip.

Mr. Graham's tire mileage was a remarkable tribute to the light weight of the Chandler car. Before taking the trip he had obtained 3,000 miles from the set of tires on his car, and the original set came clear across the continent with but one puncture.

Motorists who fear the expense of cross-country work, should be reassured by the record of Mr. Graham, who states that the Chandler exceeds in economy any car he has ever before driven. The highest price paid for gasoline on the trip was 45 cents per gallon in Springfield, Ariz., and the lowest price was 13 cents per gallon in Los Angeles.

## AUTOMOBILE TRADING AND SECOND-HAND CARS

Purchasers of New Autos Should Be Wary of Dealer Who Offers High Prices on Discards.

The average man to-day who comes into the market for a new car has an old one to dispose of. In fact, some dealers last year sold more used cars than new ones, being compelled in numerous cases to dispose of more than one used car to negotiate a new car sale.

The dealer who cannot sell a new car by any other means always tries to attract the buyer by offering a fictitious price for his used car. Any car of standard make has its second-hand price, variable by a hundred dollars or so, according to condition or according to locality, but the actual difference between what one dealer in a given center can get for a used car and what another in the same center can get for the same car is scarcely appreciable. Therefore, the dealer who takes in at a fancy price is bound to lose money on it and thus give up some of his profit on the sale of the new car.

But you can't give away profits and stay in business. If you cut prices you've got to get your loss back somehow or shut up shop. Those, however, that allow it and keep on going have to provide for it and do so systematically, by giving the buyer a part of his money. The buyer flatters himself on his ability as a trader when he turns in a car worth \$1,000 for \$1,500, while the dealer sells him a new car priced at \$2,000 and worth about \$1,200. The man who pays \$2,000 for this same car with no used car to trade in is a still heavier loser.

The moral of all this is—when you set out to buy a new car find out what your old car is worth, and steer clear of the dealer who offers you half as much again for it. Depend on it, the car he has to sell is not worth what he asks for it, or, if it is, the manufacturer will soon be out of business, leaving you with a car on your hands that has no backing and can therefore hardly be given away when you get through with it. In business, there is no such thing as something for nothing.

## VIRGINIA'S ROAD PROGRESS MENTIONED IN "YEAR BOOK"

American Highway Association Issues Booklet of Special Interest to Motorists.

Six States, namely, Illinois, Kentucky, Massachusetts, New Jersey, New York and Wisconsin, now have civil service laws providing for appointment of highway engineers and employees in accordance with the merit system. A description of the system in effect in each of the six States appears in the Good Roads Year Book just issued by the American Highway Association at Washington. The summary of automobile legislation in all the States is of timely interest in view of the fact that nearly 1,900,000 automobiles were registered in the United States during 1914, for which more than \$12,000,000 in license fees was paid.

A majority of the States are now trying

ing out the plan of working convicts on public roads. In some States the honor system prevails and guards are partially or wholly dispensed with. In other States guards are deemed essential, and between the two systems much controversy rages. The Year Book, with its complete digest of convict labor laws for all the States, and its many references throw much light on the subject. That convict labor will go far toward solving the road problem is demonstrated by the experience of Georgia with its army of nearly 6,000 road convicts, and Virginia with about 1,500. The progress reports from these two States appearing in the chapter devoted to highway progress show remarkable gains in mileage of improved roads.

The American Highway Association finds the Year Book one of its most effective mediums for carrying on the campaign for efficient and adequate improvement in the construction, maintenance and administration of the public roads.



Kaehler Motor Co., Broad and Ryland, Richmond, Va.

# Maxwell Racing Cars First and Second in Great 301-Mile Venice Grand Prix Race

Barney Oldfield, in a Maxwell, wins, making non-stop run without changing gears, averaging 68 1/2 miles an hour.

Billy Carlson, in a Maxwell, finishes second, 66 2/5 seconds behind Oldfield, making one stop of 7 seconds for oil.

## WESTERN UNION TELEGRAM

GEORGE W. E. ATKINS, VICE-PRESIDENT NEWCOMB CARLTON, PRESIDENT BELVIDERE BROOKS, VICE-PRESIDENT  
RECEIVED AT WOODWARD AVENUE DETROIT MICH.  
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MR. WALTER E. FLANDERS, PRESIDENT  
MAXWELL MOTOR COMPANY, INCORPORATED  
DETROIT, MICHIGAN

MAXWELL WINS FIRST AND SECOND IN 300 MILE WESTERN AUTOMOBILE CLASSIC RACE AT VENICE CALIFORNIA TODAY DEFEATING PRACTICALLY SAME FIELD PARTICIPATING IN RECENT GRAND PRIZE AND VANDERBILT CUP RACES. MASTER DRIVER BARNEY OLDFIELD DROVE WINNING MAXWELL WITHOUT STOPPING OR CHANGING GEARS DURING ENTIRE RACE. SURE FINISH BILLY CARLSON DROVE SECOND MONEY MAXWELL STOPPING ONLY ONCE SEVEN SECONDS FOR OIL. OLDFIELDS AVERAGE 68 1-2 MILES AN HOUR WHICH WAS FASTER THAN EITHER GRAND PRIZE OR VANDERBILT RACES. EDDIE RICKENBACHER IN MAXWELL TOOK LEAD AT START AND HELD IT TO FIFTY SECOND LAP AVERAGING 100 MILES AN HOUR. PICKED UP STONE TORE HOLE IN CRANK CASE PUT OUT OF RACE.

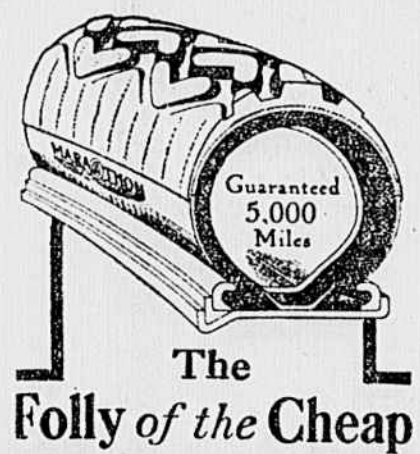
MANAGER MAXWELL RACING TEAM

514 PM.

This is one of the most phenomenal victories in the history of automobile racing. Barney Oldfield's non-stop feat is the third 300-mile non-stop contest performance made within a few months by a Maxwell racing car.

Oldfield, in a Maxwell, ran non-stop in the 301-mile Corona race. Billy Carlson, in a Maxwell, made 300-mile non-stop record in San Diego race.

SEE THE NEW 1915 MAXWELL AT  
WM. P. ATKINSON COMPANY  
Richmond, 705 W. Broad St., Madison 539  
Petersburg, 19-23 W. Tabb St., Phone 78



The Folly of the Cheap

"Cheap things are made for people who cannot pay more; who are forced to get along the best way they can."

The people who buy goods or services in this way invariably pay out more in the end by having paid less in the beginning.

The real value of an article is not the price you pay but the use you get. Today the value of things is based on the service rendered—not on the purchase price."

Marathon Tires are built to meet a quality demand and not price competition. They are absolutely right, and while they cost more to buy they cost less to use.

E. L. Taylor & Co., Inc.  
1415 E. Main St.  
Richmond, Va.



## It Takes Real Values to Secure and Hold Business

A glance at the above cars will show the various styles of GOOD USED AUTOS that have been supplied by GORSON'S. To have customers come back year after year—to have them recommend you to their friends (as thousands of satisfied users of our cars are doing)—that is the reason for our fifteen years of successful selling. Visit our sales floors and let us show you what wonderful values we are offering.

The Greatest Auto Bargain on the Market  
Brand New 1915 Touring Cars \$875  
New 1915 & Roadsters

Electric Starter, Electric Lights and Fully Equipped

1915 six cyl. PULLMAN Touring, exceptional bargain for money one, owner will sacrifice.

1914 six cyl. STUDEBAKER Touring, fully equipped, \$800.

1912 Locomobile Touring, overhauled and repainted, very nobby, \$400.

1914 CADILLAC Touring, good as new, \$800.

301 CHALMERS Touring, overhauled; repainted, equipped.

1911 six cyl. MAXWELL Touring, electric starter and lights, full factory equipment, make offer.

1914 KING Touring, fully equipped, number of extras, \$400.

LOCOMOBILE Limousine, very good condition, owner will sacrifice.

1914 MAXWELL Touring, small model, \$400.

1918 OAKLAND Touring, fully equipped, \$425.

1915-16 12 MAXWELL Roadsters, top, glass front, \$450.

1915-16 12 MAXWELL Roadsters, top, glass front, \$450.

"JITNEY" Bus, STUDEBAKER, 12 passenger, overhauled, repainted, \$825.

Model 17 BUICK, overhauled, fully equipped, \$200.

1914 FORD Landaulet towncar, "Jit" take notice.

1914 BUICK Roadster, starter and lights, top, glass front, \$500.

Six cyl. OLDSMOBILE 7-passenger Touring, a snap.

1913 HUP 82 Touring, fully equipped, bargain, \$475.

1914 FORD Touring, full factory equipment, \$425.

1914 RIT Roadster, fully equipped, good as new, \$425.

1914 STUDEBAKER Touring, 25 H. P., elegant shape, fully equipped, \$400.

1913 six CHALMERS, 1-passenger Touring, big bargain.

1913 HICK Touring, 30 H. P., overhauled, repainted, a snap.

40 H. P. BAUCOCK Touring, overhauled, repainted, number of extras, a snap.

1911 HUDSON Touring, overhauled, fine shape, \$425.

1914-15 12 METZ Roadsters, \$100 to \$300.

1914 MAXWELL Roadster, top, glass front, very nobby, \$250.

1915-16 12 FORD Roadsters, top, glass front, all factory equipment, \$150 to \$200.

STUDEBAKER "Jitney" Bus, seats 15 people, very good shape, \$400.

1914 KISSEL KAR Touring, electric starter and lights, elegant shape, a snap at \$250.

1912 HAYNES Touring, 30 H. P., overhauled, repainted, full equipped, \$350.

1912 STUDEBAKER Touring, overhauled, repainted, \$200.

HINRSHOFF Roadster, overhauled, repainted, good, \$250.

1913 PAIGE DETROIT Touring, pretty little car, \$400.

AND HUNDREDS OF OTHER SMALL TOURING CARS AND ROADSTERS \$150 UP.

TRUCKS AND DELIVERY WAGONS, 4 TO 3 TONS, \$175 UP.

Gorson's Automobile Exchange  
206 and 238-240 North Broad St., Philadelphia, Pa.  
Send for Free Bargain Bulletin  
LARGEST USED AUTO DEALERS IN U. S. A.